

Preventing Tobacco Addiction

Montana's Tobacco Use Prevention Program (MTUPP) is making a difference—saving lives and reducing disease.

Challenges

Much work remains to make Montana tobacco-free. Current challenges include:

- The tobacco industry continues to market their deadly products to children.¹
- 35% of Montana high school freshmen have tried smoking cigarettes (2011).²
- Tobacco has become even more addictive due to increased nicotine content of tobacco products.³
- 1 in 6 Montana babies are born to a woman who smoked during her pregnancy.⁴
- Almost half of Montana's American Indian adults smoke, while less than 1 in 5 people smoke in Montana's general population.(2010).⁵
- 12% of Montana men use smokeless tobacco, over twice the national rate (2010).⁵

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Successes

More Montanans are breathing smokefree air.

- As of October 1, 2009, the Clean Indoor Air Act (CIAA) has been fully implemented, protecting citizens from exposure to the harmful effects of secondhand tobacco smoke. All enclosed public places and workplaces, including bars, taverns and casinos, are now smokefree.
- MTUPP's local tobacco prevention specialists are helping implement the CIAA by providing compliance education, monitoring and enforcement.

Youth tobacco use is down.

- Youth smoking rates declined from 29% in 2001 to 17% in 2011.²
- MTUPP partners with the Office of Public Instruction to increase the number of schools with comprehensive tobacco free policies and to include media literacy education in health curricula across the state.
- Montana's tobacco taxes and the CIAA are both strong deterrents to youth smoking.¹⁰⁻¹⁴

Montana's youth are helping prevent tobacco addiction.

- Through the *reACT Against Corporate Tobacco* Youth Empowerment Movement, Montana teens join with youth movements across the country in taking a stand against becoming 'replacement smokers' for the tobacco industry.
- The Montana High School Rodeo Association (MHSRA) has passed a tobacco free policy, which applies to all MHSRA sanctioned events.

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More than 97% of Montanans are served by tobacco use prevention programs located in 50 counties, on seven American Indian reservations, and within two urban Indian centers.

From the inception of the Montana Tobacco Quit Line in May 2004 through April 30th, 2012, more than 62,000 Montanans have called to request help with tobacco addiction.¹⁵

- The Quit Line is free and offers personalized guidance, informative materials and smoking cessation medications, including nicotine replacement therapies and Chantix.

Sources

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- 30% of Montana high school senior boys are smokeless tobacco users (2011).²
- Tobacco addiction in Montana destroys lives and costs more than \$500 million/year.⁷
- 1,400 Montanans die each year from tobacco use⁸, and as many as 175 die annually from breathing secondhand tobacco smoke. It is Montana’s leading cause of preventable death.⁹

Working together, we can continue to make a difference.